

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2019/2020

**BEB3014 – ELECTRONIC BUSINESS**  
( All sections / Groups )

9 MARCH 2020  
2.30 p.m. to 4.30 p.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages (including cover page) with 3 Questions only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

## **QUESTION 1**

Read the case study below and answer all the following questions.

### **In 2020, smart glasses may start looking totally normal.**

Scott Stein, CNET  
10<sup>th</sup> December, 2019

New North Focals AR (Augmented Reality) glasses coming next year are a lot sleeker, and you might actually want to wear them in public.

It doesn't pay to be an early adopter. Smart glasses maker North, which developed a pair of glasses called Focals earlier this year, has just announced an updated version for 2020. That means the first Focals, which displayed notifications via a retinal-projection technology that looked like a tiny pop-up window in one eye, are being discontinued, the company says.

The improved glasses promise to be 40% lighter and have 10 times the display resolution of the first version. "We spent the last year in the market learning how to build, sell and support smart glasses with our first-gen product, that we now will combine with over five years of research working on the technology upgrades in Focals 2.0," Steven Lake, North CEO, said in a press release.

The price and release date haven't been announced yet, but the first Focals cost USD599 for a non-prescription pair. North's handful of optical shop showrooms look like futuristic Warby Parker stores. Prescription glasses can be fitted, but not for all eyes - my nearsightedness didn't make the cut.

I tried wearing the first pair of Focals earlier this year. They looked stylish enough to casually pass for glasses in public, but not normal enough to fool everyone. Still, they passed the test, and came with a clever ring that navigated menus while wearing the glasses around. The basic notification system, however, felt like a smartwatch on my face. It didn't blend the virtual and real worlds the way more advanced (and expensive) mixed-reality headsets can. Other companies have worked on similar alternatives, including the larger Vuzix Blade.

There may be a lot of smart glasses coming in the next few years, whether you like them or not. Let's just hope manufacturers figure out a way to avoid having obsolete eyewear after only 12 months.

**Source:** <https://www.cnet.com/news/in-2020-smart-glasses-may-start-looking-totally-normal>

**Continued...**

a. Augmented Reality (AR) will soon become the new norm in lifestyle and business. Relating to the news article above, discuss **FOUR (4)** potential benefits of AR in business. (20 marks)

b. Although AR could be applied in business, there are also risks and ethical concerns that businesses must be aware of. Identify and discuss **THREE (3)** risks and/or ethical concerns of AR-driven technology. (15 marks)

(Total: 35 marks)

## **QUESTION 2**

a. Explain **FIVE (5)** benefits of cloud computing to business.

(20 marks)

b. Discuss the future of cloud computing based on its current growth trends.

(10 marks)

(Total: 30 marks)

## **QUESTION 3**

You are appointed as the marketing manager of your company dealing with online product sales and marketing. Your company deals primarily with selling food supplement and agricultural products online.

a. Explain **5 criteria** you would consider in designing a usable website for your company.

(20 marks)

b. Briefly explain **5 types** of digital payment systems that you can use for your online business.

(10 marks)

c. Explain the term “Digital Disruption” and how do you think it can affect your business?

(5 marks)

(Total: 35 marks)

**End of Paper**